

MEMORANDUM

TO: NALP Board of Directors
Lynne Traverse, Board Liaison
Fred Thrasher, NALP Deputy Director

FROM: Karen Amatangelo-Block

DATE: February 4, 2011

SUBJECT: NALP Legal Employer Alumni Relations/Programs Interest Group Report

SUMMARY

This report summarizes recent activities of the Legal Employer Alumni Relations/Programs Interest Group. The group remains small, in spite of efforts to grow the membership (detailed below). While there may not be long term interest in a NALP section, there are a core group of members who may be able to accomplish some small but important goals for the NALP membership.

GROUP REPORT

We had a conference call on November 17, 2010, where in we discussed updated our membership efforts and discussed a proposal to engage the membership and learn about our alumni relations resources. We welcome board feedback on our direction.

- Our efforts to grow the group have not been successful. We emailed the experienced professionals and made some independent contacts. No additional members have expressed interest. In fact, we lost one member due to her job change situation (sadly, her position was eliminated).
- We continue to focus our efforts on researching alumni representatives' roles in law firms and the legal industry. We have a draft survey prepared.
- Our challenge is to get the survey exposed to as many members as possible.
- Initially, we discussed sending it out through the city groups. We determined that using survey monkey would allow for easy distribution and collection of information (via excel).
- Fred Thrasher has advised that NALP tries to be cautious and limit the number of surveys over the course of the year, and we need further input with regard to our proposal.
- We are awaiting feedback from NALP (conference call with Carol Sprague scheduled) and will revise and likely shorten the survey then determine feasibility of distribution.
- At a later date, we would like to pursue researching other industries alumni representatives and learn how they are successful in their roles to determine how those practices may be useful to NALP members.

ENVIRONMENTAL SCANNING

All members are encouraged to post to the discussion group, any current articles, conference events, or other resources and trends in alumni programming that would benefit those on our group and the NALP members.

GOALS

We are moving forward with our main project to conduct substantial research on alumni relations because there is little information currently available to NALP members. It seems that we may not have enough interest to maintain an interest section; however after the survey, we may connect with more NALP members, and perhaps this will change.

Upon receiving feedback and direction from the NALP Board, our group will reconvene in March and discuss planning for research and data collection. Once we have the data available, we can determine next steps. Ultimately, we should be able to provide a Bulletin Article on best practices or Resource Guide, and possibly a conference program in 2012.